

ABSTRACT

The Indonesian economy is currently growing rapidly. One of them is in the retail business. Transmart Carrefour is one of the largest retailers in Indonesia. Along with the rapid development that exists in this company, after conducting a pre-survey on the newest branch of the Transmart Carrefour Buah Batu there are several problems, one of which is influenced by price and promotion, so that consumers have not fully repurchased. This study aims to determine the effect of the marketing mix on the interest in repurchasing consumers of Transmart Buah Batu.

The independent variable in this study is the marketing mix consisting of product, price, place, promotion, process, people and physical evidence and the dependent variable in this study is the interest in repurchasing.

The research method used is quantitative descriptive and uses multiple linear regression models. Probability sampling sampling technique, with derivative simple random sampling, with a population of as many as 271.741 and a sample of 400 people.

Based on the results of the study, the marketing mix variable consisting of product, price, place, promotion, process, people and physical evidence has a simultaneous significant effect on repurchasing interest. Partially price, place, promotion, people, process, and physical evidence have a significant effect on repurchase interest, while product and people variables have no effect. The results of the coefficient of determination analysis show that the marketing mix has an influence of 50.2% on repurchase interest while the remaining 49.7% is influenced by other variables.

Keywords : *Marketing Mix, Interest of Repurchasing, Probability Sampling*